SCENARIO Browsing, booking, **Entice** Exit **Enter Extend** Engage attending, and rating a local city tour What do people How does someone What happens after the What do people In the core moments initially become aware experience is over? typically experience in the process, what experience as they of this process? as the process finishes? begin the process? happens? Steps **Describe to Some** The first step is Our web application will teach about the patterns. **Avilable Apps** They feel as Any person can What does the person (or group) **Awareness** updated detection of Give **Educate and** easily use our friendly in their So it doesn't manner they typically experience? Live chats, need to have a prior data set will Satisfaction 000 application errorless performance **Engage the** hand. E-mail knowledge about recognition. dataset be accurate It help and guide of real time stakeholders This method available Advertisement, them at Google Keyboards operations social media and they support third-partie apps Interactions Always interact with Adding Interaction Programs PLACES: What interactions do they have at Customers PEOPLE: each step along the way? between will more Our They Use Fast Call centers, training user application be updated, People: Who do they see or talk to? friendly Response phone **Uneducated peoples** and They use only Digital suggest correct models and Places: Where are they? more and can easy to Panel and application application recognition understand other Things: What digital touchpoints or training sets **Touchscreens** more languages physical objects would they use? or we **Goals & motivations** Goals: They are Motivate **Motivation: Easy to** creating Motivate can easily Generate others Helps to the At each step, what is a person's more models communicate others to use or letters places positive Free trails primary goal or motivation? for more with customer and training this way of ("Help me..." or "Help me avoid...") correction data reviews others like a sets recognition sets and usage normal person Training **Positive moments** Updation Provide Provide The Positive point Can share execution will models Provide Trust What steps does a typical person be accurate will better Make more should be train our web application more find enjoyable, productive, fun, and model must will definitely feelings streaming more faster frequent correctly and satisfaction motivating, delightful, or exciting? be recognised Quality improve easily. and easier give accurate updates quality their life style answer **Negative moments Existing must Exiting** When Having not Failure of Unknowing introduce comments What steps does a typical person Frustrated about unexpected models give awareness may not about how find frustrating, confusing, angering, are not more specific reviews from others problem about this unproper costly, or time-consuming? keep with accurate or to use arise app datas authenticate customers due to error Areas of opportunity Give some detection in Give some keep up with It need to How might we make each step advanced advanced lot of lags and be validated demo about better? What ideas do we have? changing miscorrect What have others suggested? products products users datas